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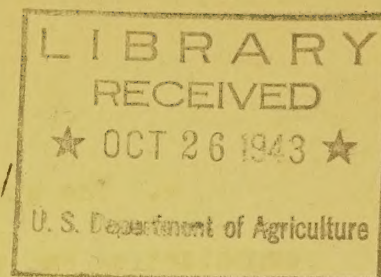
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STATEMENT OF SUGGESTED PROCEDURE

on the

FOOD FIGHTS FOR FREEDOM CAMPAIGN^{1/}

October 22, 1943



The regional representatives of three Federal Government agencies, namely the War Food Administration, the Office of Price Administration, and the Office of Civilian Defense, met in Boston today to discuss the forthcoming national campaign, Food Fights for Freedom. State representatives of the Extension Service and State Nutrition Committee chairmen also attended.

At that meeting an understanding of the problems and the suggested procedure for the campaign in New England was reached. It was further agreed that the following suggestions would be passed on to the State leaders of these and other agencies concerned.

1. This is not a new campaign, but rather a joint effort to tie together the various food programs so that the public may gain a complete understanding of the war food problem as a whole.

2. The program will be launched by a campaign starting in November, but which obviously must continue for the duration. Local activity will be supplemented during the entire month of November by extensive national advertising and publicity.

3. In States where a meeting of all the agencies concerned has not been held on a State level, it is suggested that such a meeting be held. This meeting should include the State Information Executive of the Office of Price Administration, the Director of Civilian War Services of the State Defense Council, the State Supervisor of the Food Distribution Administration, the State Director of the Agricultural Extension Service, chairman of the State Agricultural War Board, the chairmen of the State Nutrition and Consumer Committees and others who may be concerned in any part of the food program.

^{1/} Recommendations of the New England Regional Conference on the Food Fights for Freedom Campaign, as agreed upon by representatives of participating agencies at Boston, Mass., October 22, 1943.

4. The purpose of this meeting would be to draw up a suggested program of organization and concerted action to pass on to local communities for their use. Needless to say, the success of the program will depend upon organized action in the community, and every effort should be bent toward getting that unity.

5. Concrete suggestions might be developed at your meeting and passed on to the local communities for building the campaign around specific food problems or projects. For example, potato storage, milk supply, use of fish, food demonstrations, and the like. These can be used to point up the food problem as a whole.

6. At the State meeting it should be decided who, in the local community, will be asked to call the initial meeting of all representatives interested in the food problem. It may be that these local committees have already been organized.

7. The transmission of materials to local committees will be greatly facilitated if ordered by the local food committee chairman as indicated in the Mobilization Guide.

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